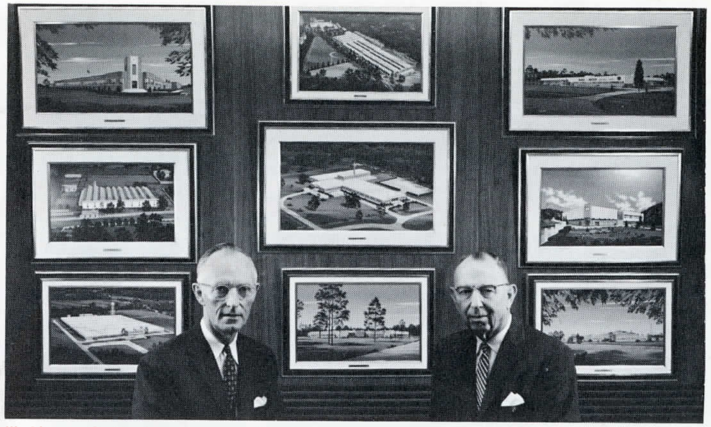
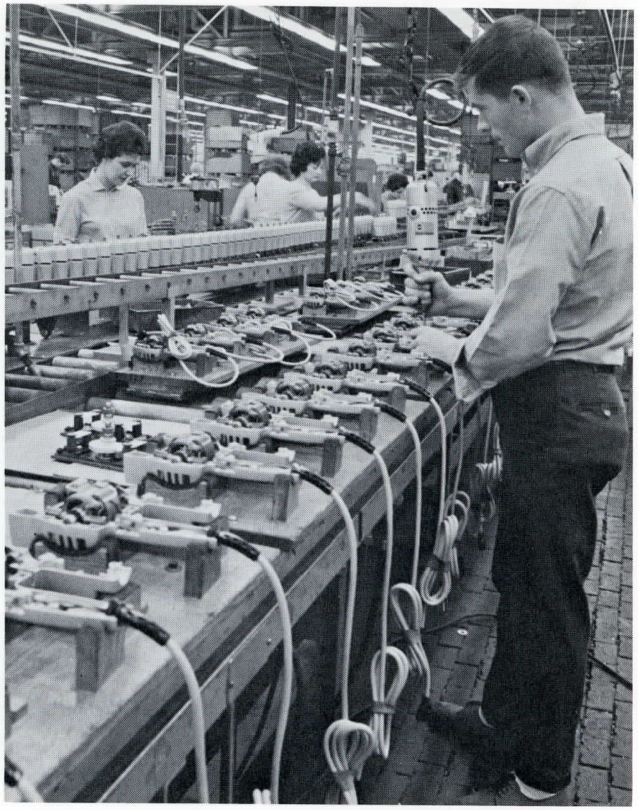


(l) Alonzo G. Decker, Jr., president;
and (r) Robert D. Black, chairman of the board.

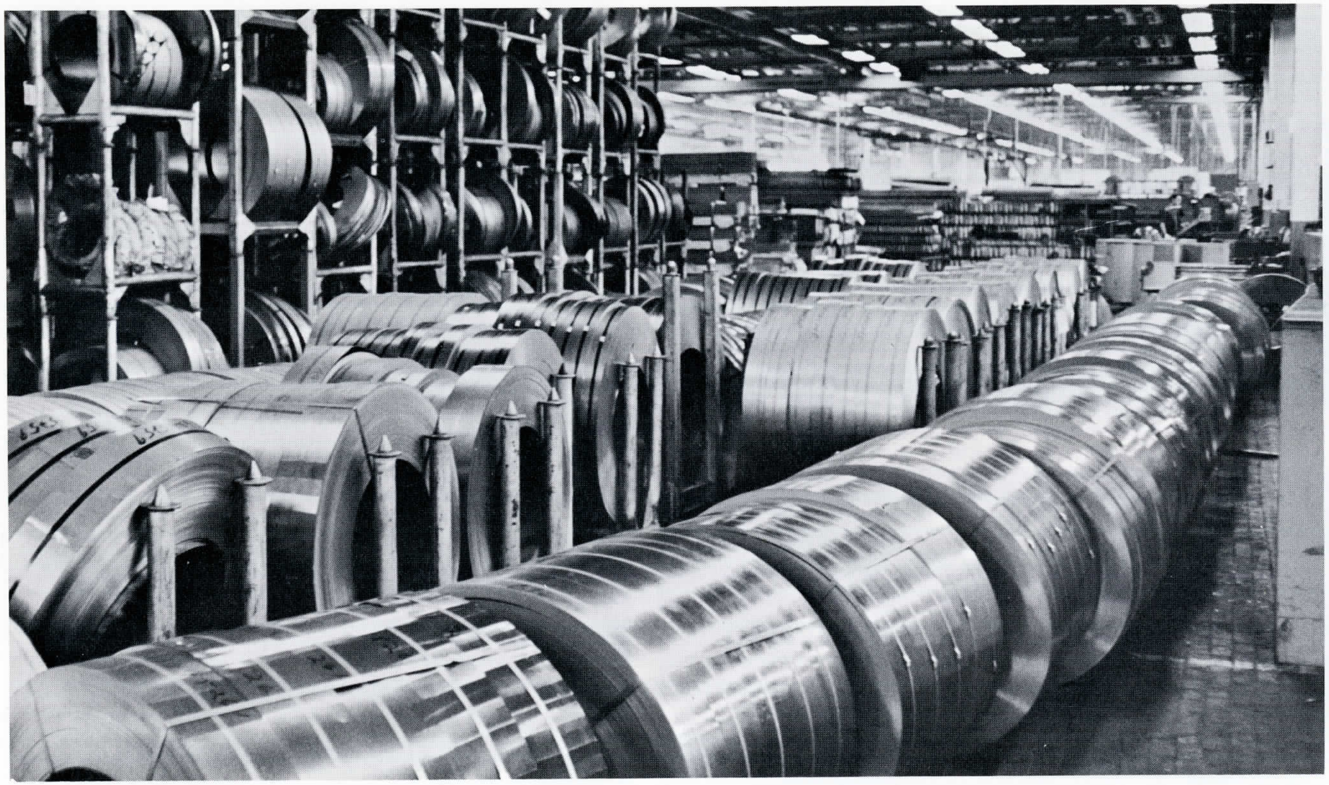
A "planning" meeting held in product development room where many of the products of Black & Decker are displayed.



And then on to manufacturing . . .

Black & Decker®

World Leader in portable power tools



Coiled steel awaiting the punch presses.

A step in production of the motor.

From a little contract machine shop in a Baltimore loft building to a vast international organization;

— from the making of special machinery to the world's largest manufacturer of quality power tools;

— from a wooden building on a farm in Baltimore county to 11 modern factories in 7 countries of the world;

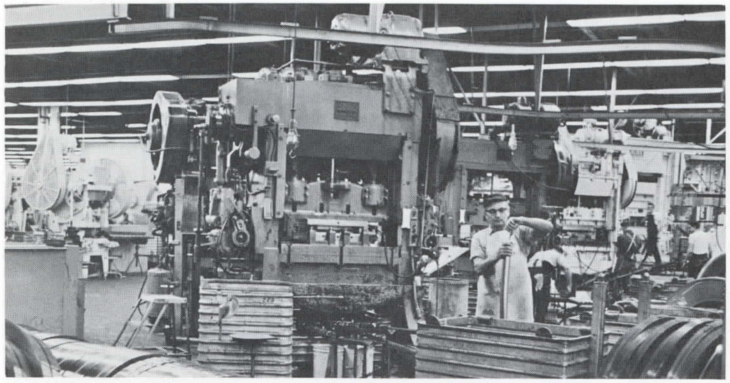
— from an initial capitalization of $1,200 ($600 from Mr. Black and $600 from Mr. Decker) to a current net worth of approximately 69 million dollars;

— from two alert young engineers with a vision, to a world-wide "family" of over 9,000 employees —

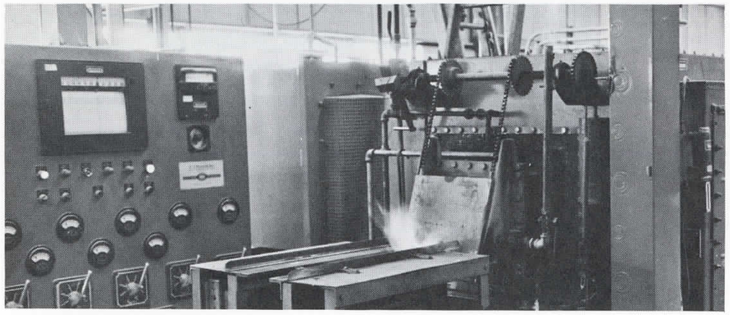
— these are some impressive facts about The Black and Decker Manufacturing Company of Towson, Maryland.

But vital statistics fall far short of telling the real Black & Decker story. It is a story of initiative, of daring, of adherence to ideals, of sound philosophies and principles; and of recognition of the dignity of the individual and the cultivation of the "team spirit."

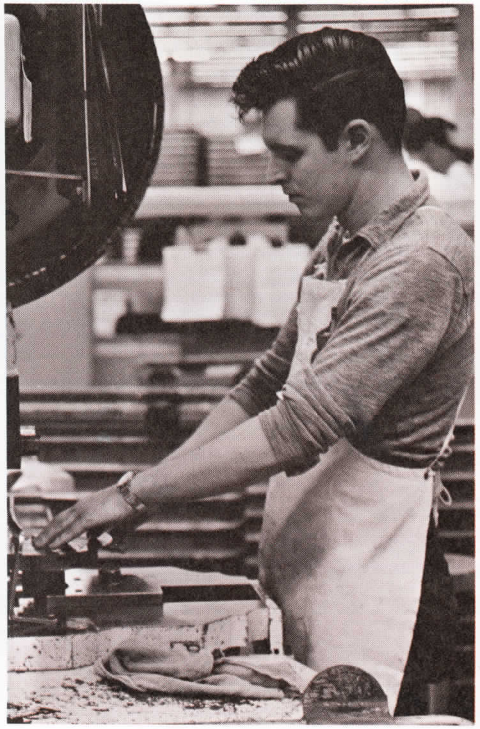
The Black & Decker Mfg. Co. is a Maryland corporation, founded in 1910 by S. Dun-



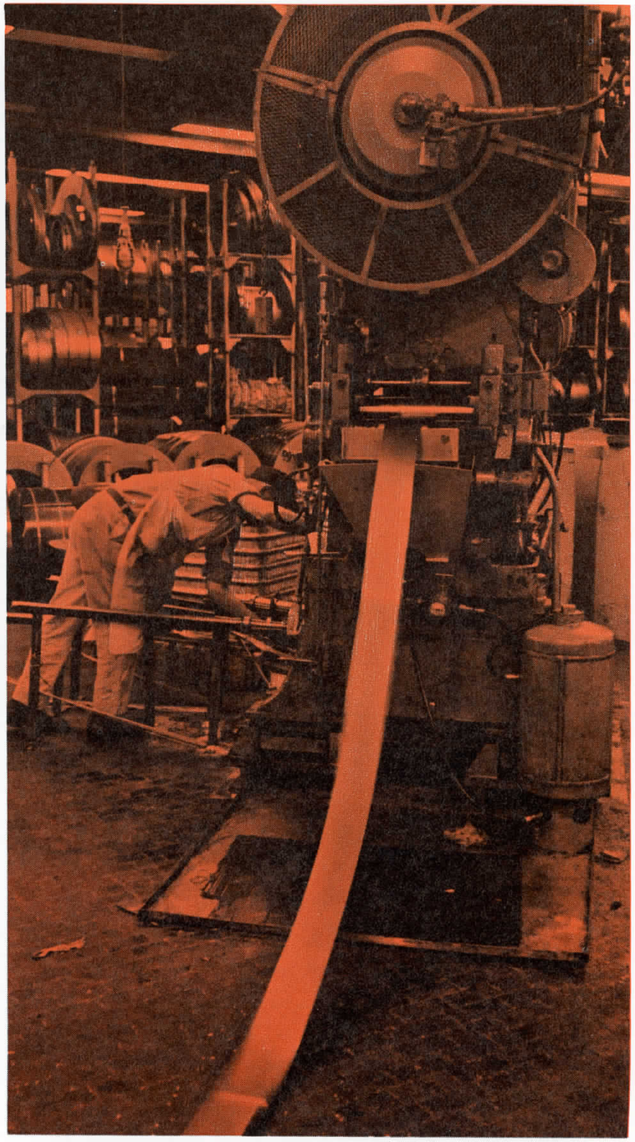
A 100-ton automatic punch press which stamps out motor parts.



Atmospherically controlled furnaces for hardening and tempering steel parts.



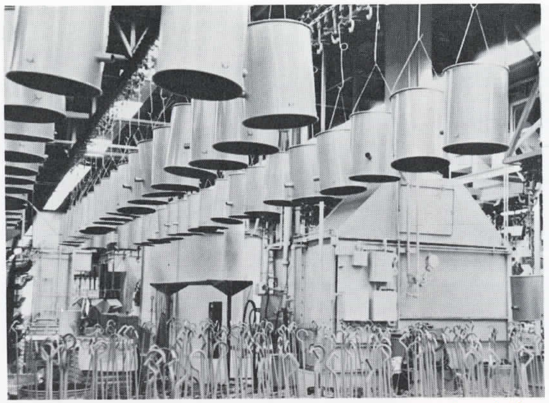
Stamping out the teeth on the saw blades.



The ribbon of raw steel going into the automatic punch press.

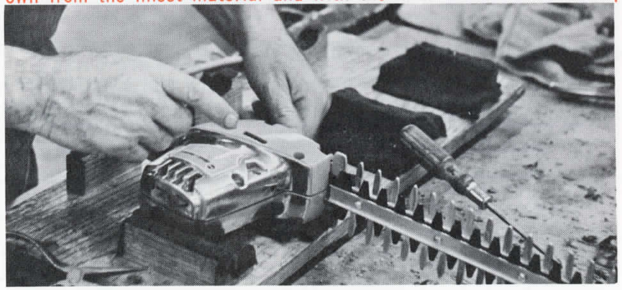
can Black and Alonzo G. Decker. After several years of "feast or famine" business making special machinery to order for other clients, the founders decided to develop products under their own "Black & Decker" brand, on which they could control all phases of design, manufacture and sales, and benefit directly from their own inventiveness and merchandising alertness. The first products to carry the now-famous Black & Decker name and trade-mark were a portable electric air compressor for inflating tires — which they named "Lectroflater" — and a ½″ electric drill with two unusual and important features: a "universal" motor, which would operate on a variety of currents; and a switch control and handle of their own patented design — which they popularized as "The Pistol Grip and Trigger Switch." The ½″ drill was the "daddy" of a line of labor-saving portable power tools

Because the motor is the heart of the tool, Black and Decker makes its own from the finest material and with the most skilled workmanship.

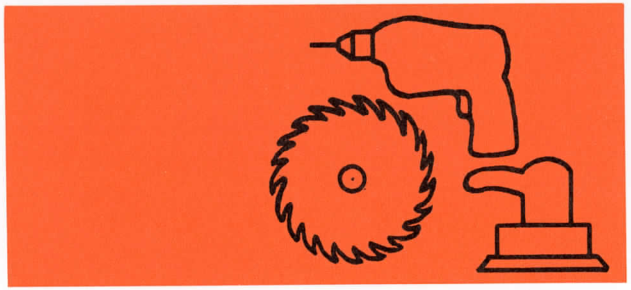


Commercial vacuum cleaners undergoing electrostatic painting.

Industrial sanders and grinders — another B & D product.



Assembling a hedge trimmer — a part of B&D Lawn 'n Garden line.



that is still expanding into new areas.

Today, the diversified "family" of more than 300 different power tools includes portable tools such as drills, saws, sanders, and fastening tools, driven either by electric power or by compressed air; stationary wood and metal cutting equipment, and such specialty products as vacuum cleaners, valve reconditioning tools, and cordless tools.

By 1917, the business had outgrown the Baltimore plant and Black & Decker made its first move to the country. A farm was purchased on the outskirts of Towson, north of Baltimore, and a 60 x 200 foot frame building comprised the first unit of the Company's Towson plant. In progressive steps, modern manufacturing and office facilities were built at the Towson site and today the "nerve center" of Black & Decker's international operations comprises a total of 239,000 square feet.

For the first 30 years of its portable electric tool history, Black & Decker concentrated on products for the industrial, automotive and service markets and these markets still form the backbone of the business. But after World War II, Black & Decker led the industry in the quick recognition of the "Do-It-Yourself" market; and, in 1946, introduced popular-priced electric tools specifically designed for and merchandised to homeowners, professional craftsmen and light service trades.

The rapid expansion of this new market and the continuing growth of the industrial demand for Black & Decker products prompted the next major step in the Company's expansion of domestic plant facilities. It purchased a farm on the outskirts of Hampstead, Maryland, in 1951, and the first 110,000 square foot unit of an ultra-modern electric tool plant was built. Two subsequent additions, in 1953 and 1956, increased the capacity of this plant to 498,000 square feet

In April 1965, the fourth unit of the Hampstead plant was started, and in December 1965 the remaining manufacturing facilities in Towson were moved to the Hampstead plant, now totaling over three-quarters of a million sq. ft. — 14 acres under one roof.

This move in itself was quite a feat. The problem was to relocate 60% of all the Company's machining equipment in Maryland from Towson to Hampstead without losing a minute's production time. The plan was to move during the employees' winter vacation, and to hire over 500 professional relocators to do the job under the direction of B&D supervisors. So, at 8:00 A.M. on December 21, some 61 flat bed trailers began to roll over the 28-mile route, loaded with machinery ranging from 200-pound bench grinders to 30,000-pound screw machines. More than 512 pieces of production equipment, with a combined weight of over 2,500 tons, were relocated. In addition to this, over 1,700 tons of raw material were involved.

Placing self-adhesive identification labels on circular saw.

One of the many assembly lines at Hampstead.

The new and beautifully decorated cafeteria at Hampstead where over 3000 meals a day are served.

The transfer was completed within 36 hours — truly an amazing accomplishment.

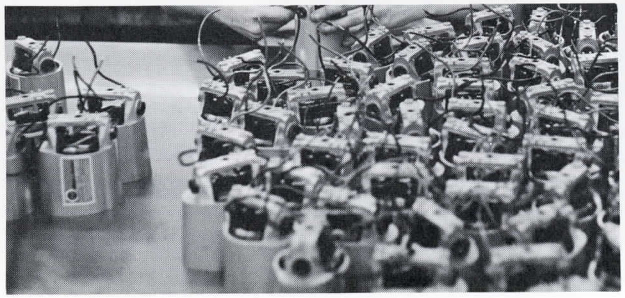
The Towson facilities are now being used for expansion of research and engineering, and to house all administrative, marketing, clerical, data processing, and other non-manufacturing activities.

Early in its history, Black & Decker established an international network of Company-operated service stations, and now has about 140 of these around the world. The most northern service branch is at Oslo, Norway; the southernmost is at Christchurch, New Zealand; and the most recently established is at Evansville, Indiana.

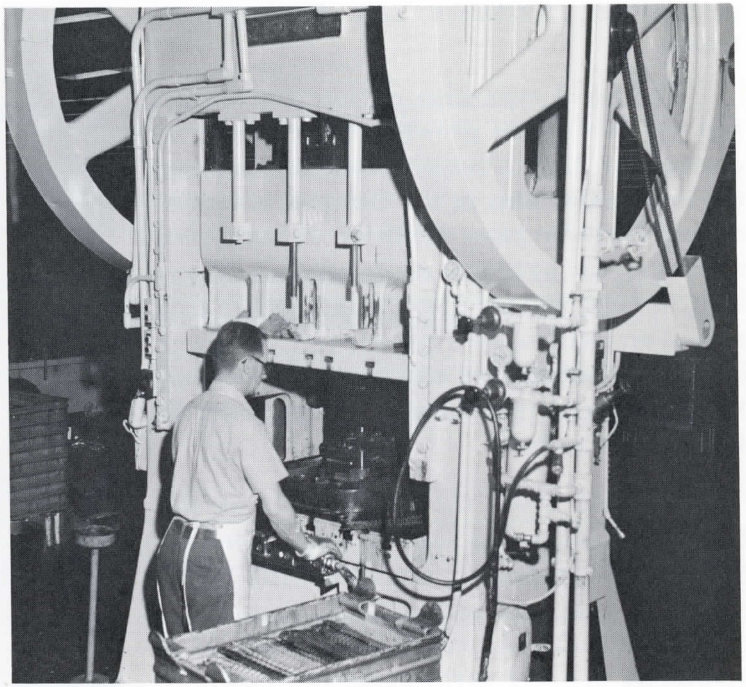
Today, the Company and its subsidiaries

Assembling the shoe (base plate) for a portable circular saw.

A tray of tools enroute to running tests and final inspection. Sampling tests are not sufficient — each tool is tested individually.



Assembling the motor housing.



Huge punch press stamps out hedge trimmer blades.

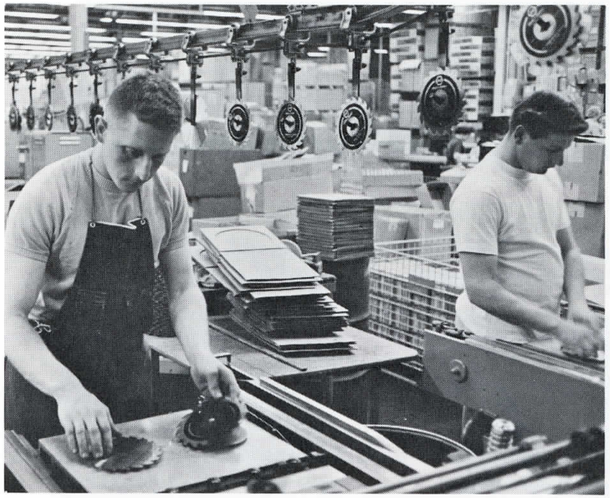
operate a total of 11 manufacturing plants: three in the United States, one in Canada, three in England, one in Italy, one in France, one in Australia, and one in Mexico. Other subsidiary Companies (wholly owned) operate sales, service, and, in some cases, warehousing facilities — in South Africa, Belgium, The Netherlands, Germany, Switzerland, Denmark, Norway, Sweden, New Zealand, and Venezuela. To operate these international manufacturing, marketing and service facilities there are presently about 5,000 employees in the United States and 4,000 in foreign countries — more than 9,000 Black & Decker employees around the world.

On April 13, 1961, Black & Decker added another scientific "first" to its illustrious list of engineering achievements with the announcement of the first cordless electric drill ever to be produced by anyone, anywhere in the world. This revolutionary tool is energized by special battery power cells in the drill's handle which completely divorces the unit from traditional dependence on conventional power lines and cords. With its self-contained power pack, the Black & Decker cordless drill is shockproof, quiet, and can literally be used anywhere.

From this basic cordless concept, the research staff, working with the Martin Company, has developed highly scientific tools for use in the exploration of outer and inner space. One tool, used in Gemini flights, is an electric minimum reaction space tool which will permit astronauts to make repairs under weightless conditions. Also developed has been a line of all-insulated tools that use special insulation and molded fiber-glass housings to provide further protection to operators from shock.

The globe accurately symbolizes the worldwide operations of Black & Decker and the acceptance that labor-saving B&D products enjoy in all markets of the free world. It is planned global expansion and market penetration that has led to continued strength in sales and profits.

Through the business foresight of its founders, B&D established its first sales operation abroad in 1918, and first foreign manufacturing and distribution facility in 1922. From this beginning, the Company has created an international network of engineering, manufacturing, and marketing operations that continue to grow and prosper.


Printing of type and size on each circular saw blade for simplifying customer selection.

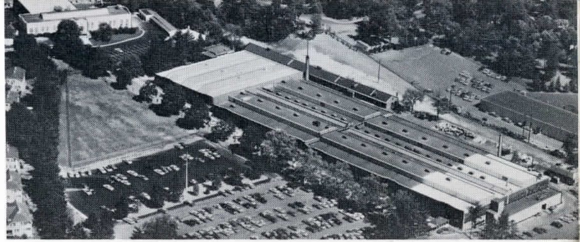
Preparation of the tools for packing.

The warehousing and shipping area at Hampstead from where Black and Decker tools are shipped nationally and internationally.

THE **Black & Decker**® MANUFACTURING CO.
TOWSON, MARYLAND 21204

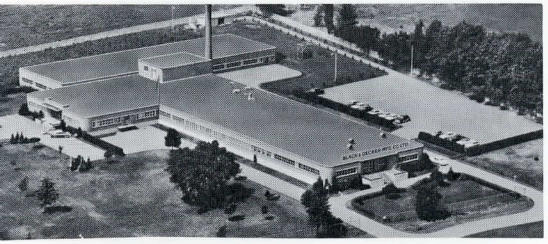
Black & Decker® Around the World

Hampstead, Maryland, U.S.A.

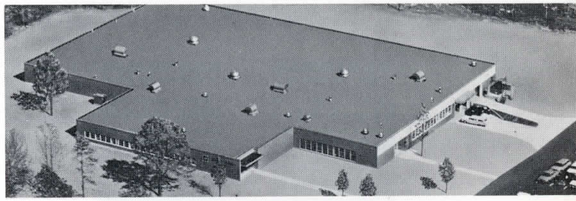


Towson, Maryland, U.S.A. (International Headquarters)

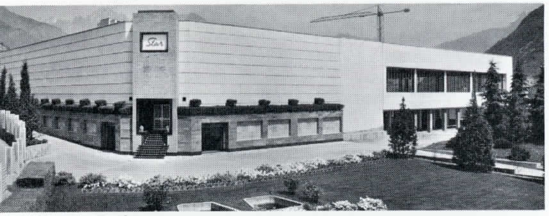
Lancaster, Pennsylvania, U.S.A.



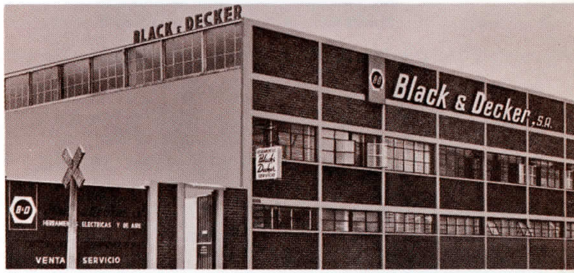
Brockville, Ontario, Canada



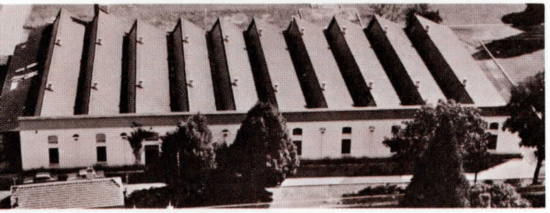
Solon, Ohio, U.S.A.



Civate (Milan) Italy

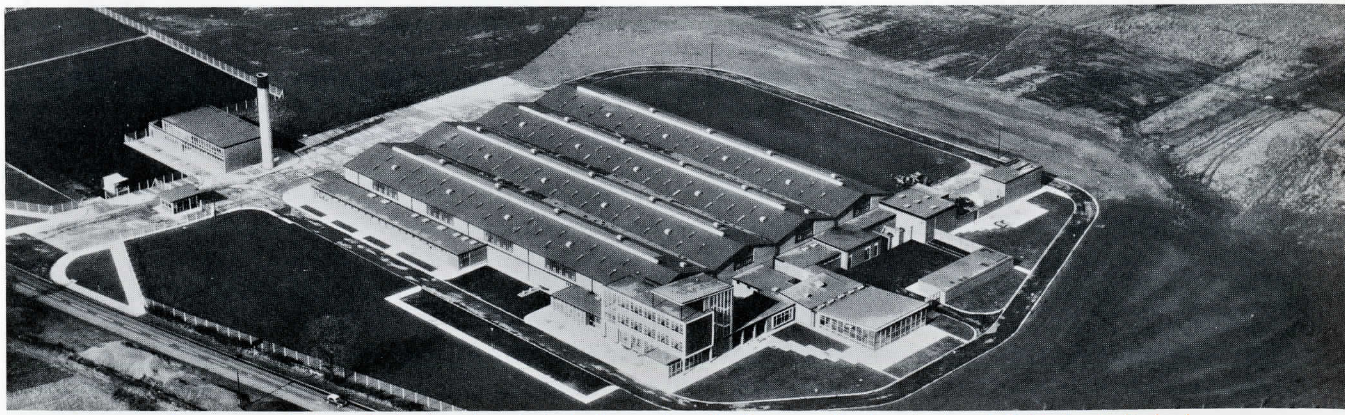


Mexico City, Mexico



Brezins (Lyons) France

Croydon, Victoria, Australia



Spennymoor, Durham, England — also plants in Harmondsworth (European Headquarters) and Maidenhead, England